

**DATE:** October 26, 2006

**TO:** CVRC Board Directors and Redevelopment Agency Board Members

**VIA:** Jim Thomson, Interim Chief Executive Officer *JT*

**FROM:** Ann Hix, Acting Director of Community Development *ABH*  
Eric Crockett, Redevelopment Manager *@*

**SUBJECT:** Informational Report Regarding the Preparation of a Parking Management Study and Selection of a Parking Consultant

**BACKGROUND:**

As the City grows and there is renewed interest in development, parking issues continue to be of importance to the City's residents, business owners, development community and local government. To address these issues the recently adopted General Plan Update (GPU), approved on December 13, 2005, includes four parking principles, which are:

- Use parking management to better utilize existing parking facilities and implement policies to reduce parking demand before considering public expenditures for additional parking facilities;
- Ensure that parking facilities are appropriately sited and well-designed in order to minimize adverse effects on the pedestrian-oriented environment, and to enhance aesthetic qualities;
- Provide parking facilities that are appropriately integrated with land uses; maximize efficiency; accommodate alternative vehicles; and reduce parking impacts; and
- Evaluate the use and applicability of various strategies to provide parking.

In addition, the proposed Urban Core Specific Plan (UCSP), more specifically acknowledges that vehicle use will likely remain the primary means of access to the urban core. However, the UCSP recommends that alternative modes of transportation be considered and that existing City policies and programs, including the boundaries of the Downtown Parking District and the amount of the In-lieu Parking Fee, be reviewed. The proposed UCSP recommends that parking structures may be warranted to address long-term parking needs as existing surface parking lots may only be sustainable in the short term.

In accordance with the recommendations of the General Plan, and in anticipation of future development in Downtown Chula Vista, it is necessary to conduct a comprehensive parking management study to evaluate the City's parking needs and develop strategies for addressing those needs.

During the past few months, staff has worked closely with the Third Avenue Village Association (TAVA) to develop a scope of work for a proposed Parking Management Study, and to form a selection committee to review proposals and interview and select a Parking Consultant to conduct the Study. The Committee has selected and is recommending Rich & Associates, Inc., and staff is bringing forward this informational report to highlight this important activity and hear input from Board members.

### **DISCUSSION:**

#### *History*

In 1963 the City Council established the Downtown Parking District by Resolution 3115/Ordinance 847 to address community concerns regarding parking. This Parking District encompasses the area surrounding Third Avenue from E Street to G Street (Attachment A). In addition to the creation of the Parking District, the City Council also passed Resolution 3040 to install and maintain parking meters on designated streets within the District.

As the City continued to grow, new concerns were raised regarding parking. In 1980 the City approved Resolution 9943 establishing an In-lieu Parking Fee for Sub-Area 1 of the Town Centre I Redevelopment Project Area (Attachment A) to address concerns from existing retail owners and tenants. The purpose of establishing the In-lieu fee was to provide an option for developers to pay a fee instead of constructing on-site parking, which might render projects economically infeasible. The fee is calculated based upon 25 percent of the cost of the land necessary to provide the required number of parking spaces. The most recent land value adjustment occurred in 1987 when the City Council approved an increase in the value to \$20 per square foot and authorized staff to review this value annually.

It has now been more than 25 years since the establishment of both the Downtown Parking District and the In-lieu Parking Fee. Modifications of the existing regulations may be necessary to address growing parking concerns related to deferred maintenance and the growth of the downtown core contemplated by the adopted General Plan and the proposed Urban Core Specific Plan. The proposed scope of the Parking Management Study will include a full review of the Parking District, including its boundaries, administration, financing, and the In-lieu Fee.

#### ENA Projects

Since 2005, the CVRC and Redevelopment Agency have approved six Exclusive Negotiating Agreements (ENAs) with various developers for sites located in the Third Avenue Village Area (Attachment B). Three of those ENA sites involve City/Agency-owned land currently used as metered public parking lots. The four affected lots are located at:

- 263-311 Landis Avenue, between Davidson and F Street
- 354 Church Avenue, north of Madrona
- Northwest corner of Church Avenue and Davidson Street
- Southwest corner of Church Avenue and Davidson Street

These lots collectively contain 214 of the 1,205 public parking spaces currently located in 11 different lots in the Downtown Parking District. The Downtown Parking District contains an additional 504-metered on-street parking spaces.

The proposed scope of the Parking Management Study will include Consultant review of the anticipated Urban Core Specific Plan to better understand and analyze the potential loss of parking spaces based on the short and long-term parking needs of Downtown, including the redevelopment of the parking lots.

#### Parking Management Study

In May 2006, the Community Development Department issued a Request for Proposals (RFP) for a comprehensive Parking Management Study for the Third Avenue Village and Urban Core areas of the community. Six quality proposals were received from local and national firms, which were reviewed by a Parking Selection Committee comprised of two TAVA Board members and three City staff representing different disciplines. The review and selection process undertaken by the Parking Committee was a collaborative partnership between City staff and TAVA representatives. On October 4, 2006, staff, along with the TAVA representatives, presented information at the monthly TAVA Board Meeting regarding the Parking Management Study. TAVA conveyed its continued commitment to working closely with staff and the Consultant.

Of the six firms that submitted proposals, two parking consultant firms were selected for interviews. A three-member panel representing the Parking Selection Committee conducted the interviews. After careful consideration, the Committee selected Rich and Associates.

Rich and Associates, founded in 1963, has more than 43 years experience in the study, planning and design of parking and have completed more than 2,000 parking projects nationwide. They have experience with more than 300 municipalities assessing current parking needs, projecting future needs, analyzing current and future development plans, performing revenue bond studies, and analyzing financing alternatives. They also develop

programs for long term parking improvements, and their parking demand studies have resulted in a high level of accuracy in the long-term demand projections. Rich and Associates is also experienced in the development and implementation of marketing and public relations programs for downtown parking systems, including signage and wayfinding, accessibility to parking areas, park and shop programs. Their key personnel includes 7 professionals with an average of more than 17 years of experience in the field of parking planning and design.

#### Scope of Work

The Scope of Work has been crafted in partnership with TAVA, including parking statements that the TAVA Board prepared and forwarded to the City. The Interview Committee reviewed each of the vision statements and issues outlined in the TAVA document to ensure that they were addressed in the Scope of Work. The project scope is more fully defined in the Two-Party Agreement, but the four main objectives of the Study are to:

- Analyze the current and future parking needs and review the current parking system policies and procedures;
- Formulate options for addressing parking needs, including parking management, shared use opportunities and transportation modality;
- Develop a parking management plan for efficiently and effectively utilizing parking resources in a growing community where land values are at a premium; and
- Provide education and information to the public about public parking, including the cost of providing and maintaining parking.

The Study will be completed within 90 to 120 days from the approval date and will include a minimum of two stakeholder meetings, interviews with local businesses, organizations and employees, and a two-day interactive planning session between City staff and stakeholders.

#### Conclusion

As the City moves forward in evaluating development opportunities and promoting a pedestrian-friendly “park-once/walk-often” environment, it is critical to consider our parking and traffic challenges and be proactive in planning for our projected needs. Without a comprehensive parking study, the City will be ill equipped to effectively implement parking strategies that support both existing businesses and new development while upholding the City’s vision for a walkable livable community.

Based upon the contract amount, and in accordance with the Purchasing Guidelines, no action is required by the CVRC and Redevelopment Agency at this time. The two-party agreement may be entered into with authority from the City's Purchasing Agent.

**FISCAL IMPACT:**

No appropriation is required. The Redevelopment Agency FY 2006-2007 budget includes money for professional consulting services. The not-to-exceed contract amount of \$50,000 would be disbursed from this line item.

**ATTACHMENTS:**

- A. Parking District Map
- B. ENA Site Map
- C. Scope of Work

**PREPARED BY:** Diem Do, Senior Community Development Specialist



# DOWNTOWN CHULA VISTA PUBLIC PARKING

1. 14 SPACES
2. 78 SPACES
3. 121 SPACES
4. 700 SPACES
5. 46 SPACES
6. 29 SPACES
7. 70 SPACES
8. 54 SPACES
9. 30 SPACES
10. 34 SPACES
11. 29 SPACES

Subtotal lots:  
1,205 spaces

Subtotal  
on-street:  
509 spaces

Total parking:  
1,714 spaces

SOURCE:  
Third Ave. Village Association  
City of Chula Vista  
Resolution 9943

**Town Centre I  
In-Lieu  
Parking  
Area**

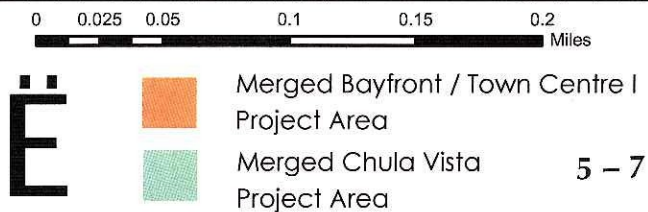
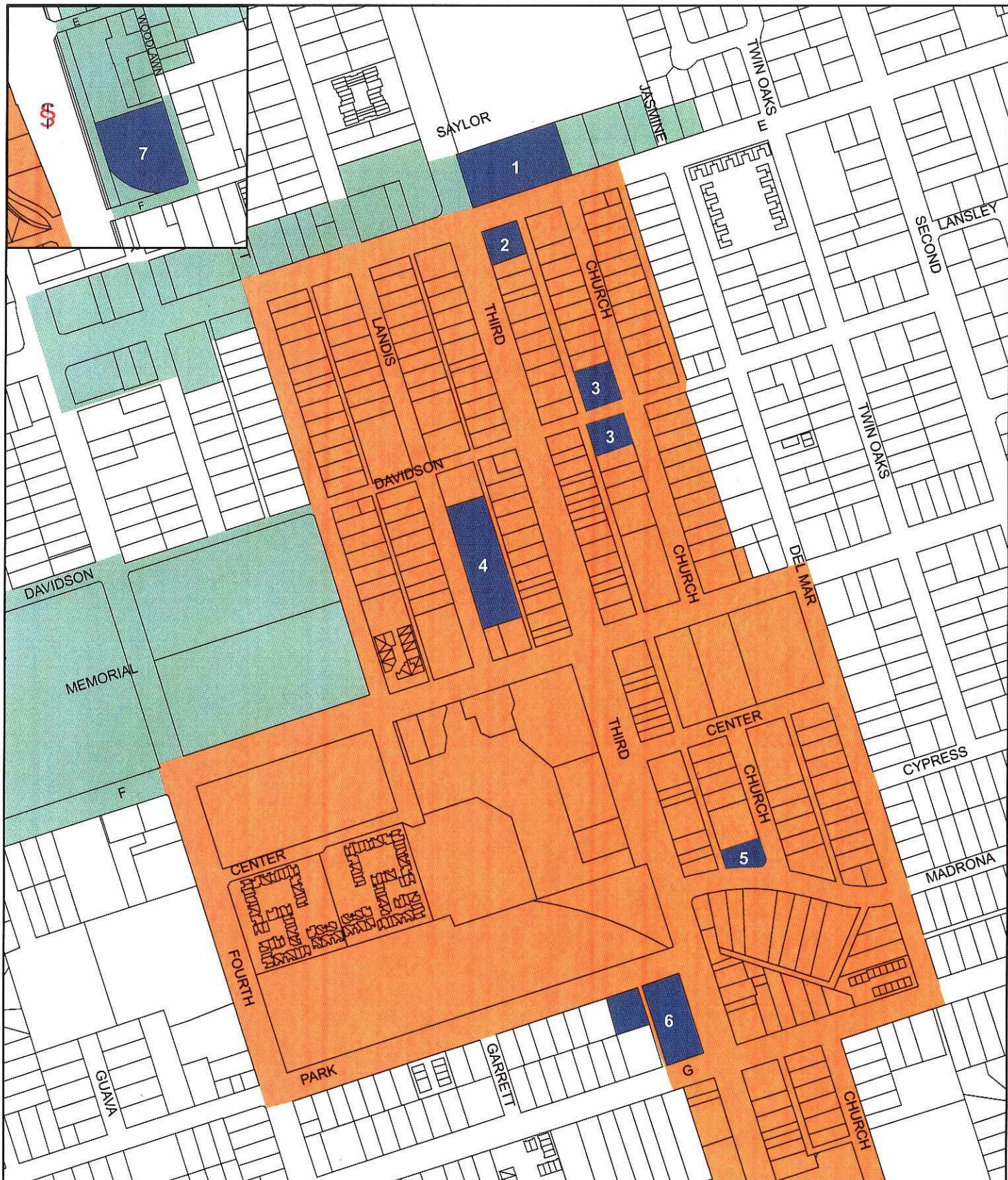
**Downtown  
Parking  
District**



CITY OF  
CHULA VISTA  
GEOGRAPHIC INFORMATION SYSTEM







1. 3rd & E Northeast Corner / CityMark Development
2. 3rd & E Southeast Corner / Avion Development
3. Church & Davidson West / Douglas Wilson
4. Landis South / CityMark Development
5. Church & Madrona Northwest / Public
6. 3rd & G Northwest / Intergulf-Mar (Park) Group
7. E Street Transit Village / Lennar-Intergulf



**Scope of Work**  
**(As excerpted from the 2-Party Agreement)**

The Consultant shall be responsible for the tasks necessary to prepare and complete a Parking Study for the Third Avenue Village area of the City of Chula Vista, with some analysis of the E Street and H Street Transit hubs and their connection to the Third Avenue Village. The purpose of the Parking Study is to assist the City in preparing a Parking Plan to address and mitigate potential and existing parking issues, particularly in light of the proposed development of several Redevelopment Agency/City owned parking lots.

The Scope of Work shall include the following tasks:

**I. Parking Demand Analysis.** Consultant shall conduct analysis that includes quantifying and qualifying the parking needs and traffic levels and flows in the study area. This component shall include, but is not limited to, the following tasks and subtasks. Consultant shall conduct or provide:

A. Field Research and Data Collection shall include parking space inventory, and use review, parking utilization analysis, regional surveys, stakeholder interviews (how many), and transit analysis

B. Parking Projections shall include current demand, future demand, and review of current and future parking projected for periods covering 5, 10, and 20 years what does this mean?

C. Preliminary Report shall include a first review of compilation of data, analysis of parking and traffic system, current and future demand projects, assessment of future City parking and traffic system needs, and rate analysis

**II. Community Participation and Education.** Consultant shall facilitate and present a minimum of 2 community meetings, a two-day interactive Planning Session, and Manager Interviews and Employee Surveys with local businesses and downtown employees. The Consultant shall work to educate stakeholders and the community on the costs of parking, the effects of not properly managing parking with emphasis on the impacts on business, on transit and parking coordination, and the importance of enforcement.

The purpose of the first community meeting will be to present information to the public regarding the purpose and goals of the study, the study process, data collection tasks and a preliminary schedule. The second community meeting will be to present the findings of the data collection

The two-day interactive planning session will include City staff and other invited stakeholders and community members to review the completed site analysis and solicit feedback and input. The City shall work cooperatively with the Consultant to coordinate this event.

**III. Parking Improvement Program.** Consultant shall be responsible for the preparation, recommendation and implementation of strategies for short and long-term parking and traffic improvements that combine parking and traffic system and management improvements, along with capital improvements including, at a minimum, the following tasks and subtasks. Consultant shall provide the following:

A. Parking Operations and Management including review of the existing organizational practices, review of existing facilities, parking policy review, current marketing of parking, parking signage and wayfinding, and enforcement



B. Rate Review Other Communities including a review of historic rates and rate increases in Chula Vista, including both public and private parking, and the researching of parking rates in other surrounding communities and benchmarking communities of similar size in the region

C. Existing Parking Analysis shall include review of existing surface parking lots to evaluate and determine the feasibility of reconfiguring the areas to improve capacity and traffic flow.

D. New Parking Analysis shall contemplate possible sites for the construction of new parking, if deemed necessary. This shall include the review of any downtown development strategies, including the Urban Core Specific Plan, and other approved planning documents, evaluate projected parking needs in relation to the size of any new parking areas, evaluate the long and short term user needs, review any requirements and opportunities for potential mixed use development, evaluate opportunities for multi-modal options, review timing of needs and phasing options, develop evaluation criteria and a decision matrix, and analysis of any new or potential developments, with emphasis on infill development on existing surface lots. Consultant shall place special emphasis on the development and or redevelopment of vacant and underutilized land.

E. Site Analysis of New Parking shall evaluate sites for new parking lots and/or structures including design feasibility, impact on surrounding businesses, impact on relationship to existing and proposed transit operations, impact on traffic circulation and accessibility, ability of the adjacent streets to handle additional traffic volume, relationship of the parking to areas of existing and future parking demand, ability of parking to enhance future economic development, general site accessibility, location to current and potential demand generators, projected land acquisition and relocation costs, ability of site location to enhance feasibility of mixed-use opportunities, and any potential for loss of existing parking to structures.

F. Cost Analysis shall include both capital costs and operating costs for any recommended parking improvements.

G. Proforma Analysis shall be required to measure the sufficiency of the current parking operations and rate structure to produce the amount of revenue needed to meet current and projected operating requirements and capital improvement investments. This shall include operation cost analysis for the next 10 years, revenue analysis and projections, and a 10-year pro forma analysis. Consultant shall also include an analysis of the in lieu fee program and shall make recommendations for modifications based on current best practices and the development climate in Chula Vista.

**IV. Final Report.** Consultant shall provide overall recommendations in the form of a Parking and Traffic Improvement Program by making recommendations for near-term, mid-term and long-term improvements. The near-term recommendations shall address how to improve perception of parking, increasing the parking supply through improved efficiency, parking generation rates for mixed-use and residential development, modification of the parking system space allocation, changes to parking ordinances and zoning, expansion of existing parking lots or consideration of sites for new parking opportunities, parking system management and operations improvements, parking mitigation strategies and implementation.